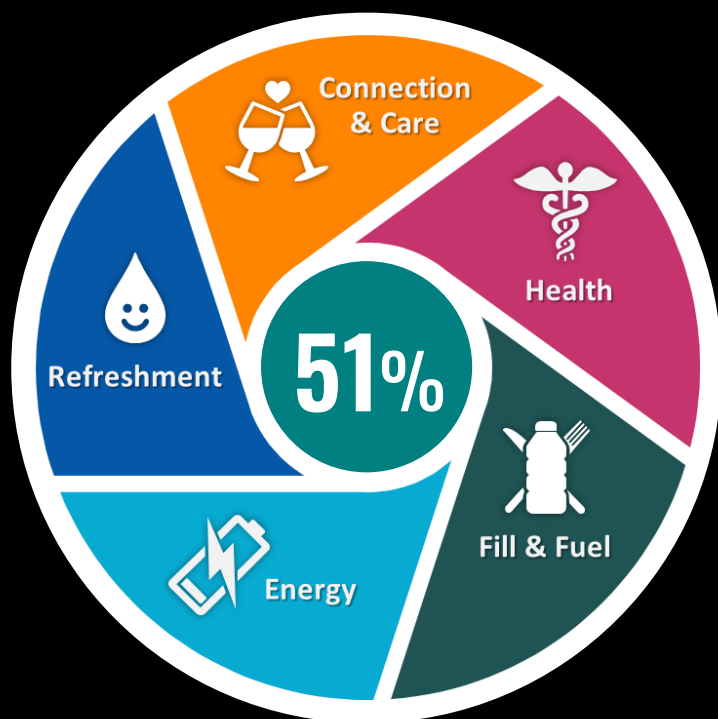


The Hartman Group's Modern Beverage Need State Model Spotlight on Alone Drinking Occasions

A need state model for modern beverage culture: Key need states drive our observed shifts in beverage consumption. The Hartman Group's Modern Beverage Need State Model parses conscious and unconscious motivations for beverage consumption – from deliberate care and connection to more routine needs like energy and basic thirst – and translates these to higher-order opportunity areas. Almost half of all eating and drinking occasions are undertaken **ALONE**. Here's a look at the percentage of alone drinking occasions for the consumer-defined need state dimensions derived from The Hartman Group's occasion-based analysis.

Need states are not mutually exclusive; multiple higher-order needs may be present at any given time.

Over half (51%) of all drinking occasions are ALONE



Drinking Alone by Need State (% of need state occasions that take place alone)

51%

Refreshment

Basic thirst quenching; mindless drinking; cravings

50%

Energy

Energy boost; personal routines

48%

Fill & Fuel

Replacing food; satiety; convenience; mixing with something else

47%

Health

Health & wellness standards and needs; (re)hydration; balancing food

42%

Connection & Care

Social situations and cultural rituals; emotional needs; pleasure and indulgence; self-care

Get your copy of The Hartman Group's [Modern Beverage Culture 2018](#) report to learn more about our Modern Beverage Need State Model, size of the need states and category opportunities.

Source: Modern Beverage Culture 2018 report